Store background

➤ A RETAIL STORE CHAIN TRACKS DAILY SALES TRANSACTION ,INCLUDING ORDER DETAILS ,CUSTOMERS INFO PRODUCT CATEGORIES ,ORDER TIMES AND ORDERS STATUS.

➤ THE BUSINESS WANTS TO OPTIMIZE OPERATIONS IMPROVED CUSTOMER EXPERIENCE AND INCREASE PROFITABILITY USING DATA-DRIVEN DECISIONS.

Problem statement

- Because of this they are missing chances to earn more ,losing customer s and making poor business decisions

▶ **Problem**

- This store doesn't have a clear idea about

- Which products sell the most .

- Customer preference

- Which items bring in the most profit and where things are going wrong in delivery or operations

▶ **Solutions**

❖ They need proper reports and simple insight to understand their sales customer and product performance better
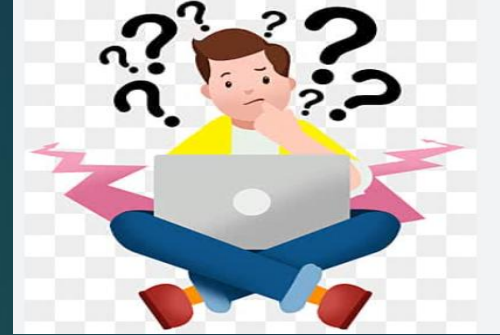
BUSINESS PROBLEM ?

Q1:- what are the top 5 most selling products by quantity ?

Q2:- which product are most frequency cancelled ?

Q 3:- what time of day has the highest number of purchases ?

Q4:- who are the top 5 highest spending customers ?

Q5 :- which products categories generate the highest revenue?

Q6:- what is return /cancellation rate per product category ?

Q7 :-what is the most preferred payment mode ?

Q8:- how does age group affect purchasing behavior ?

Q9:- what's the sales trends ?

Q10:-- are certain gender busing more specific product categories ?